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Asia Pacific
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EMR
东方(国际)市场研究
East Marketing Research (International)

FOR IMMEDIATE RELEASE

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Canada Ranks 3rd for Chinese Tourists, Survey Finds

Vancouver, BC – Canada is one of the top tourist destinations for Chinese looking to travel abroad, according to a new study released today. The Research Report on China's Outbound Tourism Market -- jointly presented by S.U.C.C.E.S.S., EMR International and the Asia Pacific Foundation of Canada -- found Canada ranks third after Australia and Singapore as a favored destination for Chinese tourists.

At a presentation of the report to tourism industry professionals today, Yuen Pau Woo, President and CEO of the APF Canada noted that Beijing's recent awarding of Approved Destination Status to Canada opens the door wider to China's large and growing tourist market. He noted "Chinese travelers represent a massive untapped opportunity for the Canadian tourism industry. The research findings suggest that Canada is well positioned to tap into this large and growing market," Mr. Woo said.

In 2009, China outbound tourism reached 47,669,999 person/times, an increase of 4% over 2008. Some 89% of the tourists were driven by private (leisure) purpose. Chinese tourism experienced a trade deficit for the first time in 30 years. Outbound tourism is expected to grow by another 11% to 54 million in 2010.

The China Outbound Tourism market research was conducted as a joint initiative of S.U.C.C.E.S.S. and EMR International in China in May 2010. The survey interviewed 1080 people by telephone in Beijing, Shanghai and Guangzhou with 360 samples in each city. The study was conducted to find out Chinese customers' most preferred country to travel, to immigrate, to study abroad, and to invest. Questions on the Chinese impressions of Canada and interest in the Canadian Pavilion at Shanghai Expo 2010 as well as what they had watched during the Winter Olympics in Vancouver were asked. Fifteen percent of respondents indicated that they would visit Canada for food and wine in addition to its natural beauty and for skiing.

S.U.C.C.E.S.S. and EMR International will enter an alliance to provide market research service for Canadian and North American companies wanting to explore the 1.4 billion strong consumer markets in China – literally the largest in the World.

"S.U.C.C.E.S.S. has expertise in providing services that link business investors between China and Canada through its Gateway-to-Asia™ program. Offering a professional service in China market research is another step forward to elevate the business understanding of consumer markets for both sides of the Pacific," said Tung Chan, CEO of S.U.C.C.E.S.S.

Barton S. Li, Principal and Founder of EMR International said, "I am really excited to be a partner with S.U.C.C.E.S.S. An immigrant from China now living in Vancouver, I am proud to be able to add value to the business service links and market opportunities between China and Canada."



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For the full report of Research Report on China Outbound Tourism Market, please contact: Willie Kwong, Research & Funding Development Manager, S.U.C.C.E.S.S. at (604) 408-7274 ext. 2063 or e-mail: willie.kwong@success.bc.ca

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About EMR International

EMR has a history and reputation of 18+ years in business in China. It is a well-known National marketing research firm that provides professional quality work, approved and endorsed by the National Statistical Bureau in China. It holds the state's permit to do business with foreign companies (International and Fortune 500 clients). It has foreign exposure and business experience and has office locations in Shanghai, Beijing and Guangzhou and Chengdu.

About S.U.C.C.E.S.S.

Founded in 1973, S.U.C.C.E.S.S. is one of the largest social service providers in Canada, with 25 service locations in British Columbia and 4 offices abroad. It has a Foundation, two social enterprises and a Business & Economic Development division that fosters foreign investment, immigrant entrepreneurship and runs the Gateway-to-Asia™ program. For more details, please visit <http://www.success.bc.ca/>

About APF Canada

The Asia Pacific Foundation of Canada, created by an Act of Parliament in 1984, is an independent, not-for-profit think-tank on Canada's relations with Asia. The Foundation functions as a knowledge broker, bringing together people and knowledge to provide current and comprehensive research, analysis and information on Canada's transpacific relations. It promotes dialogue on economic, security, political and social issues, fostering informed decision-making in the Canadian public, private and non-governmental sectors. The Foundation also provides grants to support policy research and informed discussion on Canada's relations with Asia.

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